INDUSTRY PROFILES

Retail Trade Industry

2014

Alberta

Overview:

The Retail Trade industry[1] in Alberta includes two types of retailers:

- stores that attract walk-in customers for products and related services; and
- non-store retailers who reach customers and market merchandise via other methods (i.e. infomercials, direct-response advertising, traditional and electronic catalogues, in-home demonstrations and vending machines).

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[1] North American Industry Classification System (NAICS) 2007 major groups 44 and 45

Section A: Business Environment

1. 2013 Employment and Unemployment Numbers and Rates

Table 1

	Alberta	Retail Trade Industry
Number of employed	2,211,000	243,700
Employment Share	N/A	11.0%
Number of unemployed	107,200	9,400
Unemployment rate	4.6%	3.7%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008, 2014
Note: N/A denotes non-applicable. Employment share is obtained by dividing the number of employment in this industry by total employment in Alberta.

For more information on employment numbers or for a historical comparison, please go to the Labour Force Statistics[2] or Statistics Canada[3] websites.

2. Industry's Growth

- The Retail Trade industry accounted for 11.0% of total employment in Alberta in 2013.
- Employment in this industry is expected to grow at an average rate of 1.9% from 2014 to 2017.
- This industry is expected to account for 11.6% of total employment in Alberta in 2015.

For more information, see the *Alberta Modified Canadian Occupational Projection System (COPS) Outlook 2013 – 2017, Industry Employment Outlook*[4] online and the Alberta Learning Information Service (ALIS)[5] website for descriptions of industries.

[2] See http://work.alberta.ca/labour/labour-force-statistics-and-annual-reviews.html
[3] See: http://www.statcan.gc.ca
[4] See http://work.alberta.ca/documents/cops-alberta-industry-outlook-2013-2017.pdf
[5] See http://www.alis.alberta.ca

3. Facts, Trends and Outlook

According to Statistics Canada's National Economic Accounts, the Retail Trade industry accounted for 4.4% of Alberta's Gross Domestic Product in 2012, down from 4.5% in 2002. This industry had the highest employment and its share of Alberta's total employment was 11.0% in 2013, slightly lower than that in 2003—11.1%.

Employment in 2013 was 1.6% higher than its level in 2012. Over the last 10 years, employment (the total number of employees and self-employed people) increased from 192,900 people in 2003 to 243,700 people in 2013. Data on the number of employees and self-employed people were not available for this industry. However, for Trade as whole (wholesale and retail), there were 77,200 employees of whom 96.0% were full-time and 4.0% were part-time. Self-employed people accounted for 8.2% of total employment in Trade in 2012.

Table 2

Characteristic	Alberta	Trade*
Median Retirement Age (years)	62.7	65.6
Average Number of Hours Worked per Week	37.8	34.9
Multiple Jobholders (% of total employment)	5.4%	19.9%
Average Job Tenure (months)	88.1	72.2
Employees Under Union Coverage (%)	19.0%	37.6%
Employees Working Overtime per Week (%)	20.2%	66.7%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Tables 282-0022, 282-0031, 282-0042, 282-0078 and 282-0084, 2014, and custom tabulation (median retirement age)
* Both Wholesale and Retail Trade are included.
Note: The percentage of multiple jobholders in Alberta is obtained by dividing the number of multiple jobholders in Alberta by total employment in Alberta. The percentage of multiple jobholders in the industry is obtained by dividing the number of multiple jobholders in the industry by total employment in the industry. This calculation method also applies to the percentage of employees under union coverage and the percentage of employees working overtime per week.

According to *Alberta Occupational Demand Outlook 2013-2023*[6], employment growth in the following occupations: Managers in retail trade; and Retail salesperson and sales clerk is expected to be less than Alberta's average rate for all occupations of 2.3%. Growth in the Cashiers occupation is expected to be above this average.

[6] See http://work.alberta.ca/labour/occupational-demand-and-supply-forecast.html.

4. Size of Businesses in Alberta and the Industry

Table 3

Establishment Size	Businesses in Alberta		Businesses in Trade*	
	Number of Employees	%**	Number of Employees	%**
Less than 20 employees	654,800	35.5%	118,300	39.5%
20 to 99 employees	648,500	35.1%	119,700	39.9%
100 to 500 employees	352,600	19.1%	55,900	18.7%
Over 500 employees	189,500	10.3%	5,800	1.9%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0076, 2014
* Both Wholesale and Retail Trade are included.
** Percentages may not add to 100 due to rounding.
Note: Statistics Canada's survey methodology for determining establishment size differs from the one it uses in the Labour Force Survey to determine total employment. As a result, the total number of employees by establishment size will not be the same as total employment in the combined industry, except by coincidence.

Section B: Human Resources Profile

1. Occupational Information

Some examples of occupations that can be found in the Retail Trade industry include:

- cashier;
- direct distributor;
- optician;
- pharmacist; and
- retail store manager.

For a complete listing of all occupations related to this industry as well as detailed information on education and skill requirements, visit the Alberta Occupational Profiles[7] website.

2. Demographics: Gender and Age

According to the Labour Force Survey, the gender breakdown in the Retail Trade industry in 2013 was as follows:

- women employed: 133,500 people, or 54.7%
- men employed: 110,300 people, or 45.3%

Overall in Alberta, women accounted for 45.0 % and men made up 55.0 % of total employment (for all industries).

Table 4

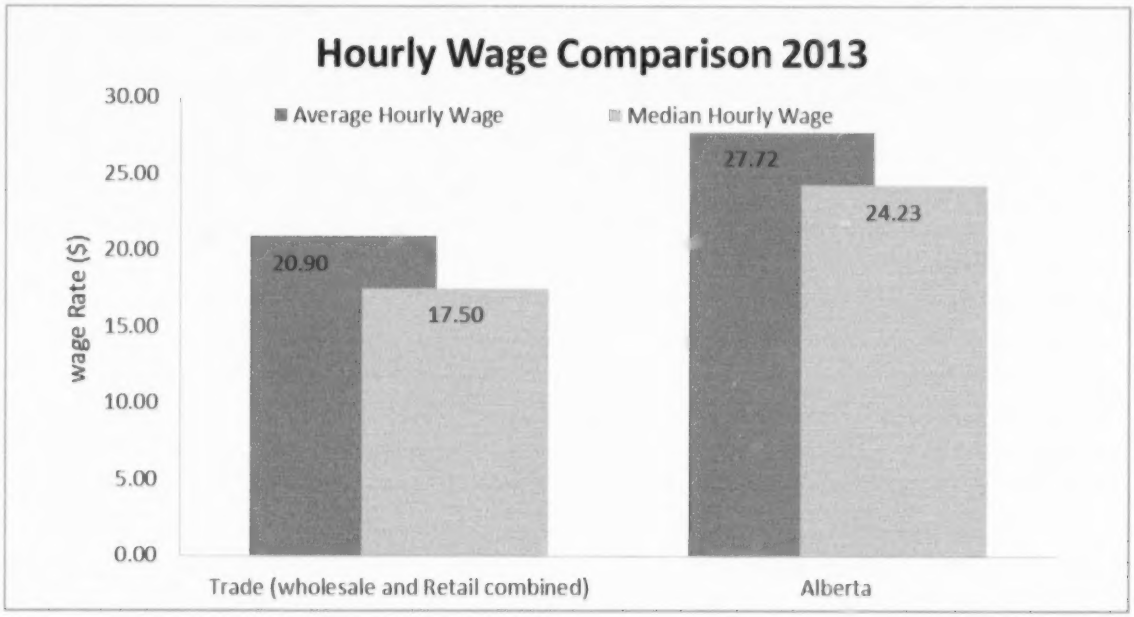
Age Characteristics	Employment in Alberta		Employment in Retail Trade	
	Number	%*	Number	%*
15-24 years	317,600	14.4%	72,400	29.7%
25-54 years	1,496,200	67.7%	132,400	54.3%
55 years and over	397,200	17.9%	38,900	16.0%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008, 2014
* Percentages may not add up to 100 due to rounding.

[7] See http://www.alis.alberta.ca/occinfo

3. Wages

Chart 1



Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0072, 2014
* The hourly wages for the industry are for Trade (wholesale and Retail combined).
Note: The average hourly wage is obtained by dividing the sum of the wages of all the employees by the total number of employees. The median hourly wage is that wage below which half the employees earn and above which half the employees earn.

Wage and Salary Information for Selected Occupations

Table 5

Occupation	Average Hourly Wage			Average Annual Salary
	Starting	Overall	Top	
Pharmacist	$ 42.77	$ 47.43	$ 50.48	$ 92,787
Retail trade manager	$ 22.15	$ 27.15	$ 32.98	$ 57,026
Optician	$ 17.07	$ 19.61	$ 29.99	$ 39,634
Retail salesperson and sales clerk	$ 11.23	$ 14.99	$ 21.25	$ 23,578

Data Source: 2013 Alberta Wage and Salary Survey

For more information on the *2013 Alberta Wage and salary Survey*, refer to the WAGEinfo[8] website. For job descriptions, duties, required skills and education requirements for specific occupations in the Retail Trade industry, visit the ALIS[9] website.

Section C: Additional Information

Links to Industry Associations

- Retail Council of Canada (http://www.retailcouncil.org)
- Motor Dealers' Association of Alberta (http://www.mdaalberta.com)
- Alberta Pharmacists' Association (http://www.rxa.ca)
- Canadian Federation of Independent Business (http://www.cfib.ca)

[8] See http://www.alis.alberta.ca/wageinfo
[9] See http://www.alis.alberta.ca

Call us or visit our website for more information or to find the following publications:

- 2013 Annual Alberta Labour Market Review
- Monthly Alberta Labour Force Statistics Highlights and Packages
- Alberta's Occupational Demand and Supply Outlook
- Alberta Labour Force Profiles
- Alberta Industry Profiles

www.work.alberta.ca/labour.html (see Labour Market Information)
In Edmonton: 780.422.4266
Long distance: 1.800.661.3753

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